

SPEEDING PLANNER ENFORCEMENT VERSION FACT SHEET & TALKING POINTS

“Speeding. Obey the Sign or Pay the Fine.”

- According to the National Highway Traffic Safety Administration (NHTSA), during 2005, more than 13,000 lives were lost across America in speeding-related traffic crashes.
- NHTSA considers a crash to be speeding-related if the driver was charged with a speeding-related offense, or if the responding officer indicates the driver was driving too fast for the road conditions at the time or was exceeding the posted speed limit.
- In 2005, speeding was a contributing factor in 30 percent of all fatal crashes nationally.
- Crash data since 1995 shows a continuous increase in the number of deaths and injuries attributed to speed. Despite advancements in vehicle safety and passenger protection, thousands of Americans die each year in speed-related crashes.
- According to NHTSA, a crash on a road with a speed limit of 65 mph or greater is more than twice as likely to result in a fatality than a crash on a road with a speed limit of 45 or 50 mph and nearly five times as likely as a crash on a road with a speed limit of 40 mph or below.
- Speeding is usually defined as driving in excess of the posted speed limit or driving too fast for conditions. It can have dangerous consequences including:
 - Reducing a driver's ability to negotiate curves or maneuver around obstacles in the roadway;
 - Extending the distance traveled before a vehicle can stop;
 - Increasing the distance a vehicle travels while the driver reacts to a hazard;
 - Increasing the risk of crashes and injuries because other vehicles and pedestrians may not be able to judge distance correctly.
- Nationally in 2005, 86 percent of all speeding-related traffic fatalities occurred on non-Interstate roadways -- where the posted speed limits were 55 miles per hour or lower. Only 14 percent of the nation's speeding-related fatalities occurred on Interstate highways that year.
- In 2005, speeding was involved in more than one-fourth (27%) of the fatal crashes that occurred in construction or maintenance zones.
- In 2005, speeding was a factor in 28 percent of all fatal crashes on dry roads, and in 33 percent of those occurring on wet roads. In wintry conditions, the numbers were even worse -- with speeding a factor in 51 percent of the fatal crashes when there was snow or slush on the road, and in 58 percent of the fatal crashes that occurred on icy roads.

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Young Males and Motorcyclists Most Often in Speeding-Related Crashes

- Among drivers involved in fatal crashes, young males are the most likely to have been found speeding. In 2005, 38 percent of the males age 15-20 involved in fatal crashes were speeding at the time of the crash.
- Drivers of all ages may exceed posted speed limits, but the relative proportion of speeding-related crashes to all crashes declines with increasing driver age.
- Speeding motorcyclists are also over represented in crashes. In 2005, 34 percent of all motorcyclists involved in fatal crashes were speeding, compared with 22 percent for passenger car drivers, 18 percent for light-truck drivers and 7 percent for large-truck drivers.

Speeding and Impaired Driving: A Deadly Combination

- Driving impaired and speeding are a deadly combination.
- Between midnight and 3 a.m., 75 percent of speeding drivers involved in fatal crashes had been drinking.
- In 2005, 40 percent of the drivers involved in fatal crashes were speeding and had a blood alcohol concentration of .08 or higher. This compares with only 14 percent of the drivers with a BAC of .00 involved in fatal crashes.
- In 2005, 25 percent of speeding drivers under age 21 who were involved in fatal crashes had a BAC of .08 or higher. In contrast, 11 percent of non-speeding drivers under age 21 involved in fatal crashes had a BAC of .08 or higher.
- For drivers between age of 21 and 24 who were speeding and involved in fatal crashes in 2005, 50 percent had a BAC of .08 or higher, compared with 24 percent of non-speeding drivers.

The Posted Speed Limit IS THE LAW. Obey the Sign or Pay the Fine.

- Many Americans believe they won't be ticketed if they drive within a "buffer zone" above the posted speed limit. But now law enforcement will be targeting and ticketing speeding drivers. When it comes to speeding: *Obey the Sign or Pay the Fine* - the posted speed limit IS THE LAW.
- Law enforcement officials are stepping up enforcement of speed violators across **[region/city]**, and are specifically targeting speeders in school zones, residential neighborhoods and on secondary roads.

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- Our goal is to save lives. When it comes to speeding, no more warnings and no more excuses—*Obey the Sign or Pay the Fine*.
- For more information, visit <http://trafficsafetymarketing.gov/>.

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